Permit #S00039387

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00039387 **Type of Permit:** STILL **Release Date:** 04/21/2011

Production Company	ADVANCE MAGAZINE PUBLISHERS INC
Insured Company Name	ADVANCE MAGAZINE PUBLISHERS INC
Contact Phone No. 1	323-965-3651
Contact Phone No. 2	
Fax	
Address	4 TIMES SQUARE, 15TH FLOOR NEW YORK, New York 10036
Production Title	2038
Type of Production	Still Photo

Producer	Gabriel Hill
Director	NA NA
1st AD	NA NA
Production Manager	Gabriel Hill
FilmL.A. Coordinator	Daniel Alvarez
Location Manager	Erick Jussen
Primary Phone	Mobile - 310-663-9602
Secondary Phone	
Location Assistant	Katie Brown
Primary Phone	Mobile - 310-963-3346
Secondary Phone	

Fees

FILMLA STILL APPLICATION FEE	$60.00
LA COUNTY - STILL USE FEE - BEACHES	$100.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00

Total Permit Fee $310.00

Number of Locations 2

NOT A PERMIT

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Summary Information

Location

Permit Number	S00039387	**Location Manager**	Erick Jussen
Production Company	ADVANCE MAGAZINE PUBLISHERS IN...	Primary Phone	Mobile - 310-663-9602
Insured Company	ADVANCE MAGAZINE PUBLISHERS IN...	Secondary Phone	
Production Title	2038		

Location Address 12501 Vista del Mar, Los Angeles, CA, 90293

Location Name DOCKWEILER BEACH

Location Type Beach

Location Description LOS ANGELES COUNTY BEACH

Film Dates 4/23/2011 - 4/23/2011 07:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS DOCKWEILER BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Motor Homes	2
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	14

Filming Activities Camera & Equipment on Sand; Exterior models against scenery; filming at tower 49;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 702 **Grid:** B5

Location Notes
NO PARKING, BLOCKING OR STAGING IN HANDICAP SPACES, METERS, ELECTRIC CHARGING STATIONS OR PAY AND DISPLAY MACHINES
RESERVATIONS FOR FILMING MUST BE DONE THROUGH FILML.A.
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Taylor Reed

Coordinator Note NO WATER ACTIVITY

Coordinator Note FILMING AT TOWER 49

Parking **Base Camp** **Crew Parking**

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Summary Information

Location

Location 1 of 2

Permit Number	S00039387	**Location Manager**	Erick Jussen
Production Company	ADVANCE MAGAZINE PUBLISHERS IN...	Primary Phone	Mobile - 310-663-9602
Insured Company	ADVANCE MAGAZINE PUBLISHERS IN...	Secondary Phone	
Production Title	2038		

Location Type : Filming Location

Parking Notes
PCI LOT #3

Location Type : Filming Location

NOT A PERMIT

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Summary Information

Location

Permit Number S00039387
Production Company ADVANCE MAGAZINE PUBLISHERS IN...
Insured Company ADVANCE MAGAZINE PUBLISHERS IN...
Production Title 2038

Location Manager Erick Jussen
Primary Phone Mobile - 310-663-9602
Secondary Phone

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 4/22/2011 - 4/22/2011 09:00 - 15:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Venice Rec Restrictions Rev.pdf
Venice Area July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Motor Homes	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	14

Filming Activities Exterior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H7

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Wendy Morales
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Parking

Base Camp
Location Type : Other Location
PCI Lot at end of Venice Blvd., Venice, CA, 90291

Crew Parking
Location Type : Other Location
PCI Lot at end of Venice Blvd., Venice, CA, 90291

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches
DOCKWEILER BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These Conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- Filming may not interfere with lifeguard or maintenance activities at any time.
- Filming may not interfere with scheduled beach activities or special events.
- Filming may not block public or emergency access at any time.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines**.** Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND.**
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path**
- **Companies must fly cables over bike path.**
- No catering or craft services allowed on service road or bike path.
- **NO DRIVING ON SERVICE ROAD.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Only still photography (less that 15 cast/crew and minimal equipment) will be allowed on grassy knoll at entrance of parking lot.**

NO PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

VENICE BEACH RECREATION CENTER
Film Production Guidelines
Special Facility

- **No vehicles/heavy equipment allowed on property. No un/loading, shuttle drop off etc, Including gators and shuttle vans, unless otherwise approved by the Recreation Director. OK to use hand carts.**
- **No staging of equipment or cast and crew on any grass areas.**
- **No on-site parking. Must arrange off-site parking.**
- **Must not interfere with recreation and/or maintenance activities.**
- **Daily maintenance activities may be scheduled.**
- **Public access required. No exclusive use of facility/area.**
- **May not block any bike paths.**
- **Grassy areas may be edged, mowed and watered.**
- **No alterations to park property unless otherwise approved by the Recreation Director.**
- **Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.**
- **No base camp or craft services on-site.**
- **Must identify all cable boxes with cones.**
- **Okay to prep at Venice Recreation Center from 5am-10pm only.**
- **Okay to be at only the Handball Courts 1,2,3, Blue Basketball Court, Basketball Courts & New Skate park only.**
- **Cannot prevent park patrons from exercising or using the facility.**
- **Okay to have Handball Courts 1, 2,3 as holding area.**

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.

NOT A PERMIT

- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Okay to begin production work at 7am, specific guidelines below.
- Must work around Maintenance activities.

F-34762
HIS Productions – Sprite
(Venice Recreation Center – Blue Basketball Court, Basketball Courts, New Skate Park, Handball Courts 1,2,3)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

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- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

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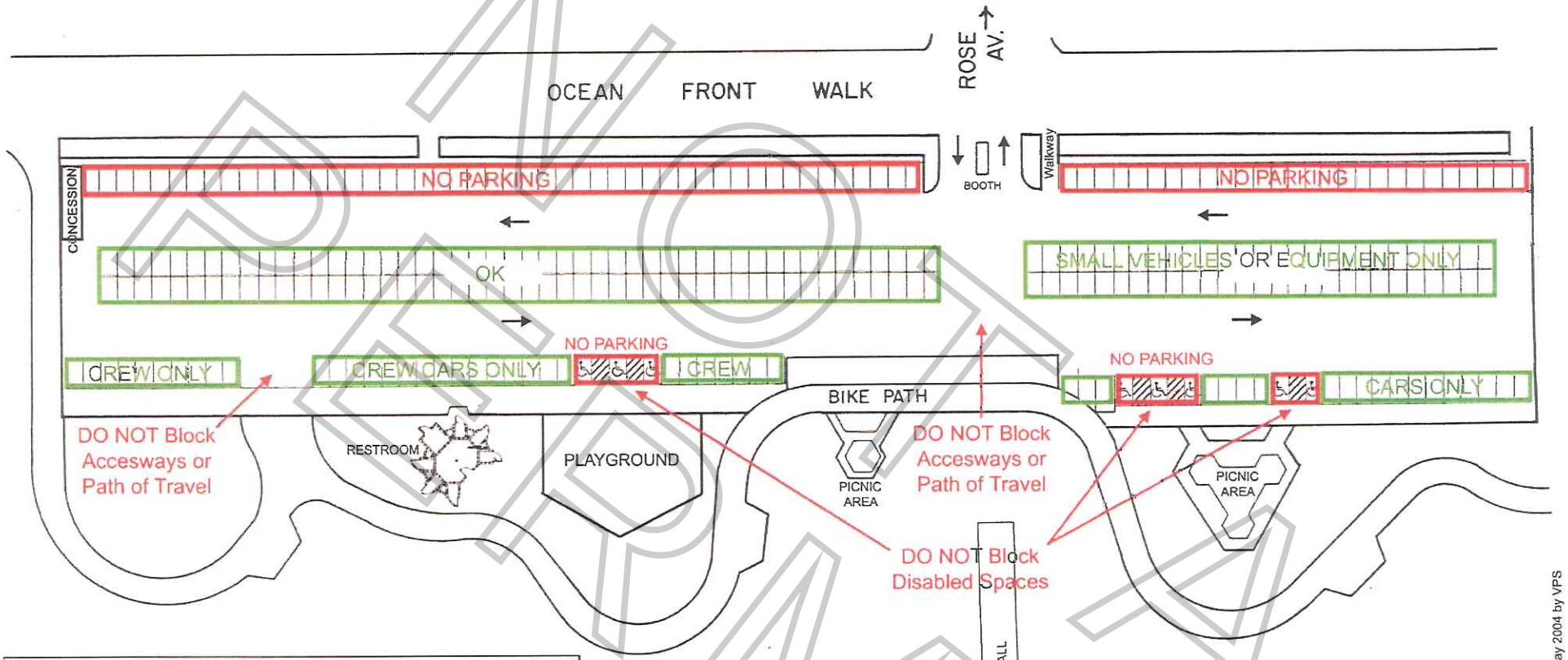
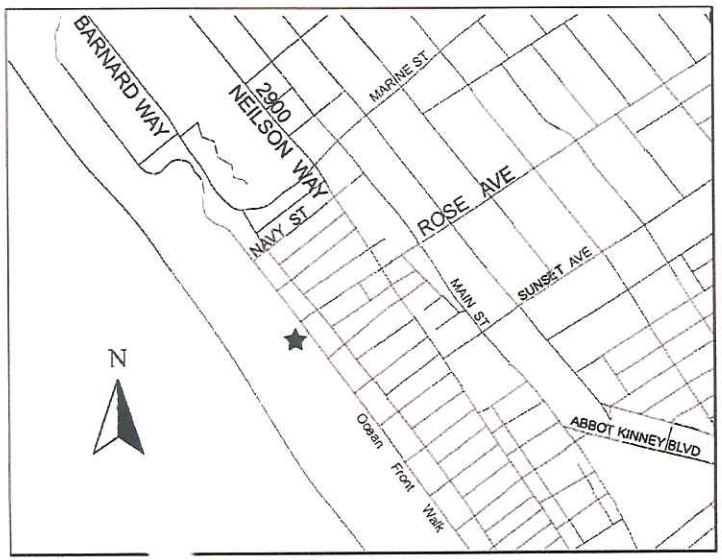
FilmLA 3/24/2010

NO FEE PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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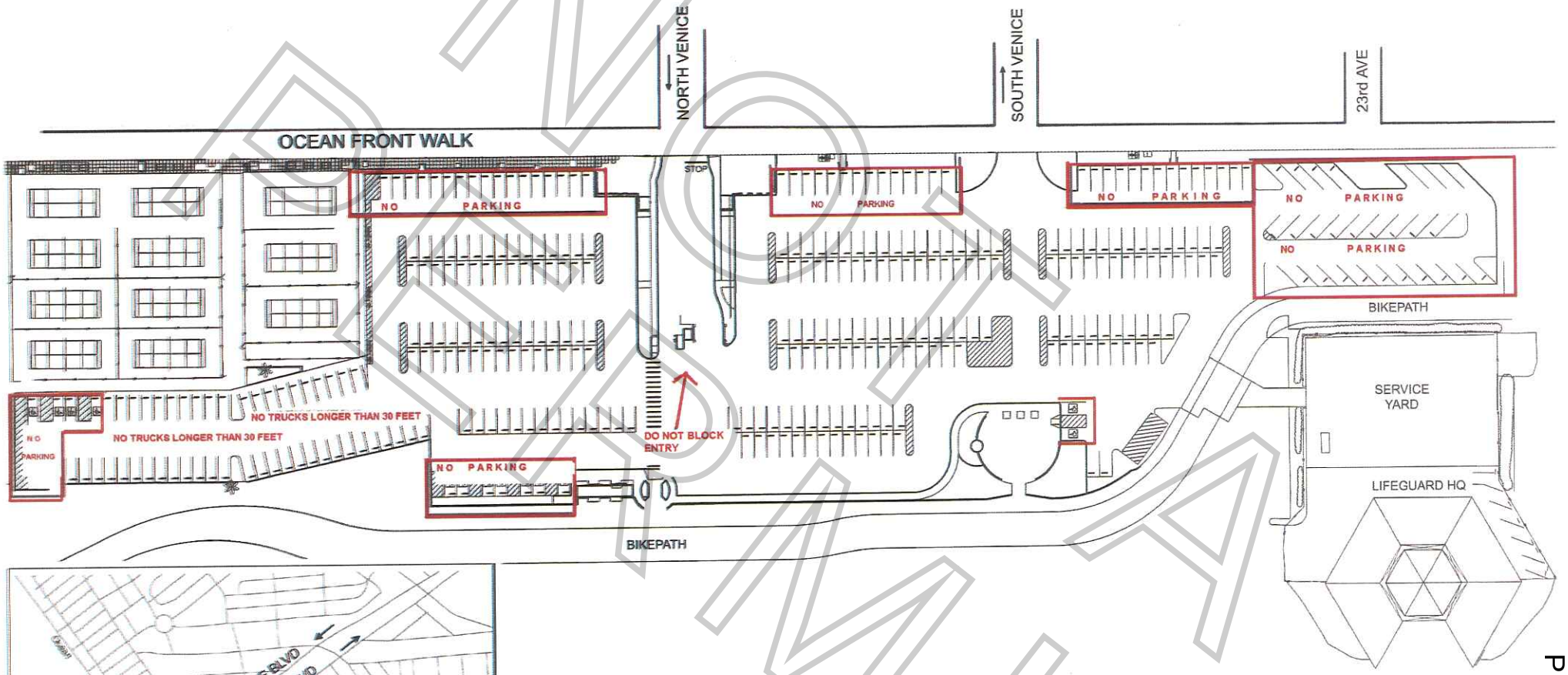
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

Filming delineations May 2004 by VPS

Permit #S00039387

PROOF

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	3
DISABLED	
TOTAL	3

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by GIS

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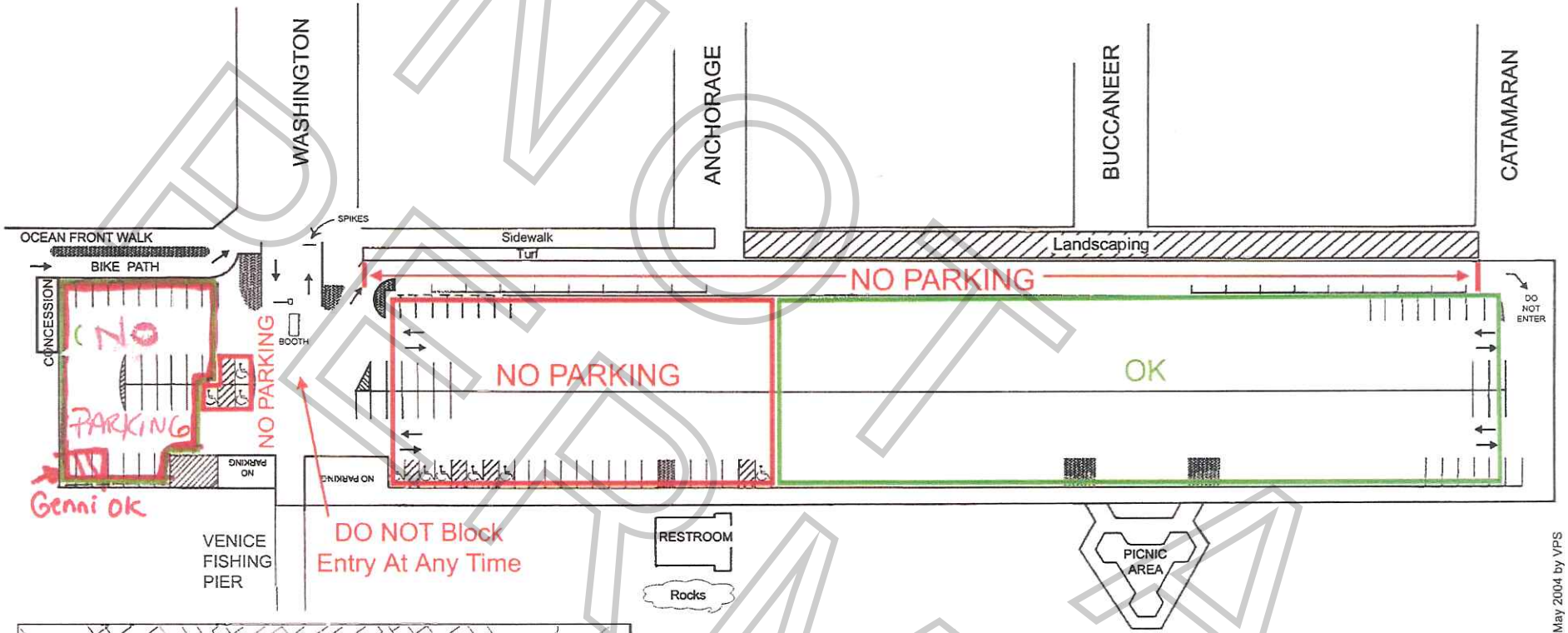
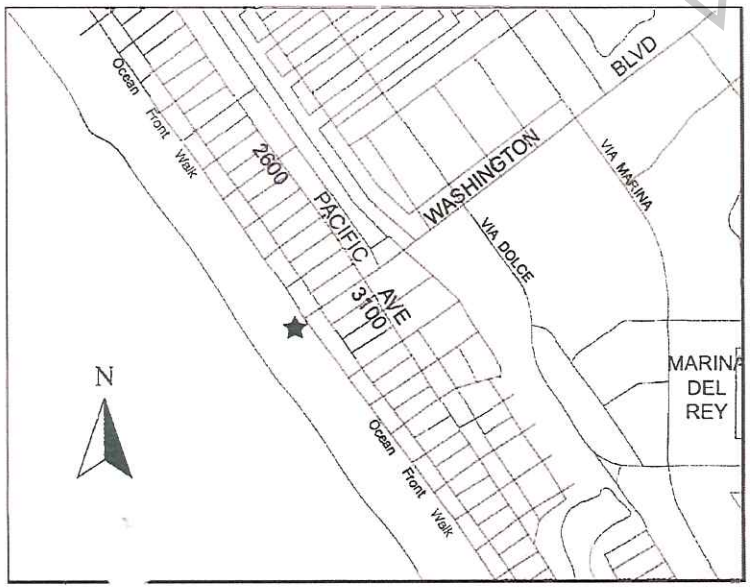
Permit #S0003387

PERMIT

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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Ma ot to scale.

PERMIT
Permit #S00039387

SPECIAL FILMING CONDITIONS
VENICE AREA

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- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT